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A non-erasable ink composition suitable for use in writing instruments is described comprising an isocyanate free thermoplastic polyurethane resin, a colorant and an organic solvent. The ink composition may also include a second resin, plasticizers, antioxidants, corrosion inhibitors, lubricants, chemical dispersants, and surfactants. The inks of the present invention exhibit a smooth writing performance and non-seepage.